

# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1986

## EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	10.8 6	12.5 13	12.9 23	10.4 4	IFR	10.8 8	13.3 23	11.5 28	11.3 28	11.6 32	11.5 60	9.0 18	11.0 78

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 7:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)				Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chn- dram's(1)	Sports		
	Once-a-Week	Multi-weekly	11:30PM- 1:00AM(4)	Daytime Drama							Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.9 6	9.7 3	4.6 7	6.9 13	5.3 9	3.9 6	4.8 14	7.1 11	6.2 25	3.9 26	6.9 4	5.1 10	5.9 14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 10, 1986

### NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	BILL COSBY SHOW	24.2	20,790	11	60 MINUTES	16.7	14,350
2	FAMILY TIES	22.8	19,590	12	WHO'S THE BOSS?	16.3	14,000
3	CHEERS#	21.6	18,550	13	GOLDEN GIRLS	16.1	13,830
4	NIGHT COURT SPECIAL(S)	21.1	18,120	14	MIAMI VICE	15.8	13,570
5	CHEERS SPECIAL(S)	20.5	17,610	15	CBS SUNDAY NIGHT MOVIE	15.3	13,140
6	NIGHT COURT#	20.4	17,520	15	PERFECT STRANGERS SPECIAL(S)	15.3	13,140
7	MURDER, SHE WROTE	17.7	15,200	15	SYLVAN IN PARADISE(S)	15.3	13,140
8	NEWHART	17.2	14,770	18	CAGNEY & LACEY	14.6	12,540
9	KATE & ALLIE	17.1	14,690	19	YOU AGAIN ?	14.5	12,460
10	GROWING PAINS#	16.9	14,520				

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1986 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG AUD. %	SHARE %	AVG AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG AUD. %	SHARE %	AVG AUD. (0,000)								
•EVENING																																			
A TEAM														ABC WRLD NEWS TONIGHT-SUN					37			160		84											
		TUE.	8.00P	60	NBC A	40	192	193	94	97	A	8.5	16	730																					
										B	14.7	23	1263																						
ABC BUSINESS BRIEF-WED														AMAZING STORIES					6			207	208	99	98										
		1 WED.	8.52P	2	ABC N	40	187	185	89	88	A	6.9	13	593																					
		2 WED.	8.58P	1						B	13.6	22	1168																						
ABC BUSINESS BRIEF-FRI														AMERICAN PORTRAIT					106			199	202	93	97										
		FRI.	8.42P	1	ABC N	41	177	185	86	88	A	8.9	19	765																					
										B	12.3	22	1057																						
ABC MONDAY NIGHT BASEBALL														1 MTUTH					8.58P	1	CBS	DO													
		1 MON.	8.00P	169	ABC SE	5	206	207	99	99	A	9.4	17	807																					
		2 MON.	8.00P	188						B	9.3	17	799																						
ABC MOVIE SPECIAL(S)														2 TU&TH					8.58P	1															
		1 SUN.	7.00P	120	ABC FF		208		98	A	7.0	14	601																						
ABC NEWS CLOSEUP(S)														BENSON					24			200	196	99	96										
		1 WED.	8.00P	180	ABC DN		205		99	A	9.0	16	773																						
										B																									
ABC NEWSBRIEF-MON														BILL COSBY SHOW					43			215	212	99	99										
		MON.	8.05P	1	ABC N	42	189	184	94	91	A	6.4	13	550																					
										B	11.8	18	1014																						
ABC NEWSBRIEF-TUE														CAGNEY & LACEY					33			207	201	99	99										
		TUE.	9.58P	1	ABC N	42	178	173	89	89	A	11.4	20	979																					
										B	13.8	22	1185																						
ABC NEWSBRIEF-WED														CBS EVENING NEWS-SUNDAY					31				184		89										
		1 WED.	9.48P	2	ABC N	42	182	181	90	88	A	7.7	13	661																					
										B	15.5	24	1331																						
														CBS EVENING NEWS-SUNDA(B)								132		59											
														1 SUN.					6.48P	12	CBS N														
														CBS FRIDAY NIGHT MOVIES					10			196		95	A	7.3	15	627							

2 WED.	9.57P	2												2 FRI.	9.00P	120	CBS	FF									B	9.0	18	773
ABC NEWSBRIEF-THU										A	6.6	12	567	CBS SAT. NEWS-SCHIEFFER	35	180	180	93	93	A	6.8	17	584							
THU.	9.58P	1	ABC	N						B	11.1	17	953	SAT.	6.30P	30	CBS	N		B	8.1	17	696							
ABC NEWSBRIEF-FRI										A	5.0	10	430	CBS SATURDAY NIGHT MOVIE	8	201	197	98	95	A	6.9	14	593							
FRI.	9.58P	1	ABC	N						B	8.2	14	704	1 SAT.	9.00P	120	CBS	FF		B	7.8	16	670							
ABC NEWSBRIEF-SAT.														2 SAT.	8.30P	150														
1 SAT.	9.52P	2	ABC	N						A	6.9	14	593	CBS SUNDAY NIGHT MOVIE	22	204	204	98	99	A	15.3	27	1314							
2 SAT.	9.56P	2								B	9.4	17	807	SUN.	9.00P	120	CBS	FF		B	17.9	29	1538							
ABC NEWSBRIEF-SUN.										A	10.7	19	919	CHEERS	40		202		97	A	21.6	39	1855							
1 SUN.	10.01P	1	ABC	N						B	14.1	22	1211	2 THU.	9.00P	30	NBC	CS		B	23.0	36	1976							
2 SUN.	9.50P	1												CHEERS SPECIAL(S)		201		99		A	20.5	37	1761							
ABC SATURDAY NIGHT MOVIE														1 THU.	9.30P	30	NBC	CS												
1 SAT.	9.00P	120	ABC	FF						B	7.9	16	679	CITY(S)		188		96		A	5.5	11	472							
2 SAT.	9.00P	114												1 FRI.	9.00P	60	ABC	GD												
ABC SPORTS UPDATE-SAT										A	5.8	13	498	CRAZY LIKE A FOX	6	202		97		A	8.1	16	696							
SAT.	8.58P	1	ABC	SN						B	7.5	13	644	1 THU.	8.00P	60	CBS	PD		B	8.3	16	713							
ABC SPORTS UPDATE-SUN										A	8.4	16	722	DALTON'S-CODE OF VENGEANCE	1		205		99	A	8.3	16	713							
1 SUN.	8.23P	2	ABC	SN						B	12.6	20	1082	2 SUN.	8.00P	60	NBC	SM		B	8.3	16	713							
2 SUN.	8.58P	1												DIFFRENT STROKES	7	199	191	98	94	A	5.5	13	472							
ABC SUNDAY NIGHT MOVIE														SAT.	8.00P	30	ABC	CS		B	5.9	14	507							
1 SUN.	9.00P	140	ABC	FF						A	12.6	23	1082	DISNEY SUNDAY MOVIE	22		207		99	A	7.4	16	636							
2 SUN.	8.00P	180								B	14.9	24	1280	2 SUN.	7.00P	60	ABC	FF		B	12.1	21	1039							
ABC WORLD NEWS TONIGHT														DYNASTY II: COLBYS	30	204	198	99	98	A	5.1	9	438							
M-F	6.30P	30	ABC	N						B	11.0	21	945	THU.	9.00P	60	ABC	GD		B	12.5	20	1074							
ABC WRLD NEWS TONIGHT-SAT										A	7.4	19	636																	
1 SAT.	6.30P	30	ABC	N						B	9.3	18	713																	

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
EQUALIZER					12	206	203	99	99	A	11.9	22	1022	MISTRAL'S DAUGHTER, PT.2(S)						205		98	A	9.7	18	833		
TUE. 10.00P 60 CBS PD										B	11.6	21	996	1 THU. 9.00P 120 CBS GD														
FACTS OF LIFE					7	202	200	96	99	A	9.8	23	842	MISTRAL'S DAUGHTER, PT.3(S)						205		98	A	8.9	19	765		
SAT. 8.00P 30 NBC CS										B	10.4	24	893	1 FRI. 8.00P 180 CBS GD														
FAMILY MARTINEZ(S)						194		96		A	5.1	11	438	MOONLIGHTING					38	208	204	99	99	A	14.0	25	1203	
1 SAT. 8.30P 30 CBS CS														TUE. 9.00P 60 ABC PD										B	17.5	27	1503	
FAMILY TIES					41	213	212	99	99	A	22.8	43	1959	MOTOWN RETURNS TO-APOLLO(S)						202		99	A	10.3	19	885		
THU. 8.30P 30 NBC CS										B	28.5	45	2448	1 SUN. 8.00P 180 NBC GV														
GIMME A BREAK					7	191	198	97	99	A	14.2	25	1220	MOVIE OF THE WEEK SAT(S)							192		97	A	10.9	22	936	
WED. 9.00P 30 NBC CS										B	13.8	26	1185	2 SAT. 9.30P 90 NBC FF														
GOLDEN GIRLS					43	204	199	98	97	A	16.1	33	1383	MURDER, SHE WROTE					36	207	205	99	99	A	17.7	34	1520	
SAT. 9.00P 30 NBC CS										B	20.5	36	1761	SUN. 8.00P 60 CBS SM										B	22.2	35	1907	
GROWING PAINS					33	208		99		A	16.9	31	1452	NBC MONDAY NIGHT MOVIES					36	201	196	99	98	A	12.2	22	1048	
1 TUE. 8.30P 30 ABC CS										B	19.0	30	1632	1 MON. 9.00P 120 NBC FF										B	16.9	26	1452	
														2 MON. 9.00P 150														
HIGHWAY TO HEAVEN					39	196	208	95	99	A	13.0	25	1117	NBC NEWS DIGEST-M-F					30	148	148	76	77	A	9.9	19	850	
WED. 8.00P 60 NBC GD										B	18.0	29	1546	MON. 8.28P 1 NBC N										B	9.6	18	825	
HILL STREET BLUES					38	209	206	99	98	A	13.0	24	1117	TU-F 8.58P 1														
THU. 10.00P 60 NBC OP										B	15.1	25	1297	NBC NEWS DIGEST-2-M-F					101	158	160	84	83	A	10.0	18	859	
														1 MON. 10.00P 1 NBC N										B	11.3	18	971	
HOTEL					33		208		99	A	11.0	21	945															

2 WED.	10.00P	60	ABC GD	18	191	191	94	96	B	17.0	29	1460	1 WED.	9.58P	1										
HUNTER									A	10.6	19	911	2 MON.	10.12P	1										
TUE.	9.00P	60	NBC OP						B	13.2	22	1134	2 W & F	9.58P	1										
KATE & ALLIE				37	204	200	99	99	A	17.1	30	1469	NBC NEWS DIGEST-SAT			42	156	154	78	78	A	9.5	21	816	
MON.	9.00P	30	CBS CS						B	18.6	28	1598	SAT.	8.58P	1	NBC N					B	12.8	23	1100	
KNIGHT RIDER				12	196	193	96	94	A	9.3	20	799	NBC NEWS DIGEST-2-SAT.			18	170		87	A	12.3	25	1057		
FRI.	8.00P	60	NBC A						B	9.5	20	816	1 SAT.	9.58P	1	NBC N				B	12.7	22	1091		
LOVE BOAT				8	199	192	98	96	A	8.2	17	704	NBC NEWS DIGEST-SUN			42	157	155	80	80	A	7.2	13	618	
FRI.	10.00P	60	ABC CS						B	9.7	19	833	1 SUN.	9.05P	1	NBC N				B	10.3	16	885		
MACGYVER				1		206		99	A	10.8	19	928	2 SUN.	8.58P	1										
2 WED.	9.00P	60	ABC A						B	10.8	19	928	NBC NEWS DIGEST-2-SUN.			22		171		86	A	9.5	16	816	
MAGNUM, P.I.				7	202	203	99	99	A	10.6	19	911	2 SUN.	9.47P	1	NBC N				B	12.0	19	1031		
TUE.	9.00P	60	CBS PD						B	11.2	20	962	NBC NIGHTLY NEWS-SAT.			33	152	174	83	94	A	6.4	16	550	
MELBA SPECIAL(S)					193		96		A	5.7	13	490	SAT.	6.30P	30	NBC N				B	8.7	18	747		
1 SAT.	8.00P	30	CBS CS										NBC NIGHTLY NEWS-SUN			29	172	175	91	93	A	7.6	18	653	
MELBA SPL(S)						193		93	A	5.5	13	472	SUN.	6.30P	30	NBC N				B	7.6	16	653		
2 SAT.	8.00P	30	CBS CS										NBC NIGHTLY NEWS			208	205	204	99	99	A	9.7	21	833	
MIAMI VICE				8	210	212	99	98	A	15.8	32	1357	M-F	6.30P	30	NBC N				B	11.5	22	988		
FRI.	9.00P	60	NBC OP						B	14.5	29	1246	NBC SUNDAY NIGHT MOVIE			39		197		98	A	12.6	23	1082	
MR. BELVEDERE				37	202	198	96	95	A	10.3	22	885	2 SUN.	9.00P	120	NBC FF				B	17.1	27	1469		
FRI.	8.30P	30	ABC CS						B	13.8	24	1185	NEWHART			35	206	199	99	98	A	17.2	29	1477	
MR. SUNSHINE				1		201		99	A	10.5	20	902	MON.	9.30P	30	CBS CS				B	18.5	28	1589		
2 WED.	8.30P	30	ABC CS						B	10.5	20	902	NEWSBREAK-M-F			213	166	163	77	77	A	7.3	13	627	
MISTRAL'S DAUGHTER, PT.1(S)					204		98		A	8.9	16	765	1 M & TU	9.58P	1	CBS N				B	12.0	19	1031		
1 WED.	8.00P	180	CBS GD										1 WED.	9.57P	2										
													CONT'D												



2 TU-TH	12.30A	30							M-F	7.30A	30	CBS N					A	2.9	14	249
DAVID LETTERMAN II		167	203	203	99	99	A	3.2	21	275	CBS MORNING NEWS 2	214	201	201	99	99	B	3.0	13	258
1 M-TH	1.00A	30	NBC	GV			B	3.1	20	266	M-F	8.30A	30	CBS N			B	3.3	14	283
2 MON.	1.30A	30									DAYS OF OUR LIVES	206	210	210	99	99	A	8.0	25	687
2 TU-TH	1.00A	30									M-F	1.00P	60	NBC DD			B	7.4	24	636
FRIDAY NIGHT VIDEOS		42	188	188	97	96	A	3.2	17	275	FAMILY TIES M-F	148	165	166	91	91	A	5.6	22	481
FRI.	12.30A	90	NBC	PC			B	3.5	17	301	M-F	10.00A	30	NBC CS			B	4.6	18	395
G MICHAELS SPORTS MACHINE		44	76	74	53	51	A	2.0	7	172	GENERAL HOSPITAL	208	207	207	99	99	A	8.8	28	756
SUN.	11.30P	15	NBC	SC			B	1.7	6	146	M-F	3.00P	60	ABC DD			B	9.2	29	790
LIFESTYLES-RICH & FAM-12M		14	81	85	56	58	A	1.3	5	112	GOOD MORNING, AMERICA-730	209	206	206	99	99	A	4.1	24	352
1 M & W	12.01A	30	ABC	CC			B	1.3	5	112	M-F	7.30A	30	ABC N			B	4.7	23	404
1 TUTHF	12.00M	30									GOOD MORNING, AMERICA-830	208	204	204	99	99	A	4.2	19	361
2 MON.	12.09A	29									M-F	8.30A	30	ABC N			B	5.2	22	447
2 TU&TH	12.01A	30									GUIDING LIGHT	209	206	206	99	99	A	6.8	21	588
2 WED.	12.01A	29									M-F	3.00P	60	CBS DD			B	6.7	21	576
PGA CHAMPIONSHIP-FRI(S)				198		98	A	4.2	12	361	LIFESTYLES-RICH & FAM-M-F	74	171	169	84	84	A	2.6	10	223
2 FRI.	11.30P	30	ABC	SE			B	6.6	22	567	M-F	11.00A	30	ABC CC			B	2.5	10	215
SATURDAY NIGHT		31	198	196	99	97	A	7.0	21	601	LOVING	206	183	183	93	93	A	4.2	14	361
1 SAT.	11.30P	83	NBC	GV			B				M-F	12.30P	30	ABC DD			B	4.1	14	352
2 SAT.	11.30P	77									NBC NEWS AT SUNRISE	209	193	193	97	97	A	1.7	17	146
TONIGHT SHOW		206	203	202	99	99	A	7.1	23	610	M-F	6.30A	30	NBC N			B	2.3	18	198
1 M-F	11.30P	60	NBC	GV			B	7.2	23	618	NBC NEWS DIGEST-DAYTIME	121	192	192	95	95	A	4.8	16	412
2 MON.	12.00M	60									M-F	2.57P	1	NBC N			B	4.6	16	395
2 TU-F	11.30P	60									NEW CARD SHARKS	144	168	168	84	84	A	4.5	17	387
											M-F	10.30A	30	CBS QP			B	4.4	18	378





[illegible]

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

18,730  
21.8

ABC MONDAY NIGHT BASEBALL  
BOSTON VS CHICAGO WHITE SOX  
CALIFORNIA VS OAKLAND  
MULTI-SEGMENT TELECAST(SD)(-OP)

8,070

9.4

17

8.7

8.6\*

17 \*

8.4

8.6\*

16 \*

8.8

9.0

9.1\*

17 \*

9.2

9.7

9.8\*

17 \*

10.0

10.9

10.7\*

19 \*

10.5

9.3

8.9\*

16 \*

3.5

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

17,870  
20.8

SCARECROW & MRS. KING  
(R)(SD)

KATE & ALLIE  
(R)

NEWHART  
(R)(SD)

CAGNEY & LACEY  
(R)

12,540

14.6

27

12.7

13.1\*

24 \*

13.5

16.2\*

29 \*

16.4

17.3

14,860

17.3

30

16.6

17.9

15,810

18.4

31

18.1

18.6

12,890

15.0

27

13.8

14.1\*

25 \*

14.3

15.9

15.9\*

30 \*

15.8

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

12,280  
14.3

VALERIE  
(R)(SD)

AMAZING STORIES  
(R)

16,840  
19.6

NBC MONDAY NIGHT MOVIES  
I'M DANCING AS FAST AS I CAN  
(SD)

10,650

12.4

23

11.9

12.9

8,590

10.0

18

10.4

9.6

9,280

10.8

19

10.0

10.0\*

17 \*

10.0

10.9

11.0\*

19 \*

11.1

11.6

11.5\*

20 \*

11.5

10.9

10.6\*

20 \*

10.2

TOTAL AUDIENCE  
(Households (000) & %)

## ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

20,530  
23.9

ABC MONDAY NIGHT BASEBALL  
CHICAGO WHITE SOX VS BOSTON  
HOUSTON VS LOS ANGELES  
MULTI-SEGMENT TELECAST(SD)(-OP)

8,070

9.4

18

8.0

8.1\*

17 \*

8.1

8.5

8.7\*

17 \*

9.0

8.9

8.9\*

16 \*

8.9

9.4

9.5\*

17 \*

9.6

10.3

10.4\*

18 \*

10.5

10.3

10.5\*

19 \*

10.8

TOTAL AUDIENCE  
(Households (000) & %)

## CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

15,120  
17.6

SCARECROW & MRS. KING  
(R)(SUB-SD)

KATE & ALLIE  
(R)

NEWHART  
(R)(SD)

CAGNEY & LACEY  
(R)

10,570

12.3

24

10.5

11.0\*

22 \*

11.5

13.0

13.6\*

25 \*

14.1

16.3

14,520

16.9

29

16.3

17.5

13,740

16.0

27

15.8

16.3

12,110

14.1

28

13.8

13.7\*

24 \*

13.6

14.2

14.6\*

27 \*

15.0

TOTAL AUDIENCE  
(Households (000) & %)

## NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

13,830  
16.1

VALERIE  
(R)(SD)

AMAZING STORIES  
(R)

21,730  
25.3

NBC MONDAY NIGHT MOVIES  
THE ELEPHANT MAN  
(9:00-11:30PM)  
(SD)(-OP)

11,080

12.9

26

12.4

13.4

10,910

12.7

24

12.7

12.8

11,510

13.4

24

12.1

12.5\*

22 \*

12.8

13.4

13.2\*

22 \*

13.0

13.6

13.7\*

24 \*

13.9

13.4

13.5\*

25 \*

13.6

TV HOUSEHOLDS USING TV WK. 1  
(See Def. 1) WK. 2

50.7

46.5

52.0

47.1

52.3

46.2

52.2

48.0

53.2

49.0

54.0

50.8

55.1

52.5

56.3

54.7

56.6

56.8

58.5

58.7

58.6

58.8

58.7

58.9

56.9

56.2

55.4

56.0

54.1

54.5

51.7

53.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 29, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,790 19.5		18,580 19.3		16,240 18.9				13,570 15.8			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,280 16.6		14,520 16.9		11,770 13.7		13.3*		14.1* 22		12.0* 21 *	12.2* 22 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 15.9	17.4	31 17.3	16.6	24 13.3	24 *	13.6	14.6	12.1	11.9	12.2	12.1
K 2	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				12,710 14.8				14,600 17.0			
	CBS TV					SIMON & SIMON (R)(SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.5*		8.8*	9,530 11.1	11.0*		11.3*	10,570 12.3	12.1*		12.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 8.5	16 *		16 *	19 10.8	20 *	11.4	20 *	22 12.1	21 *	12.2	23 *
K 2	TOTAL AUDIENCE (Households (000) & %)					9,790 11.4				12,110 14.1				13,140 15.3			
	NBC TV					A TEAM (R)(SD)				HUNTER (R)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,040 8.2	7.9*		8.5*	8,760 10.2	9.7*		10.7*	8,500 9.9	10.3*		9.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.0	15 *		15 *	18 9.5	17 *	10.5	19 *	18 10.1	18 *	9.8	17 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,980 18.6		15,030 17.5		17,610 20.5				13,920 16.2			
	ABC TV					WHO'S THE BOSS? (R)		PERFECT STRANGERS SPECIAL (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,660 15.9		13,140 15.3		12,200 14.2		14.2*		10,310 12.0		11.9* 22 *	12.2* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 15.6	16.3	29 15.1	15.6	25 14.4	25 *	14.1	25 *	23 11.8	22 *	12.0	12.2
K 2	TOTAL AUDIENCE (Households (000) & %)					9,190 10.7				11,600 13.5				13,140 15.3			
	CBS TV					SIMON & SIMON (R)(SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					6,360 7.4	6.8*		7.9*	8,590 10.0	9.7*		10.3*	9,880 11.5	11.0*		12.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					14 6.8	14 *		15 *	18 9.3	17 *	10.2	18 *	22 10.9	20 *	12.0	23 *
K 2	TOTAL AUDIENCE (Households (000) & %)					10,480 12.2				12,890 15.0				13,140 15.3			
	NBC TV					A TEAM (R)(SD)				HUNTER (R)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.4*		8.9*	9,360 10.9	10.4*		11.4*	8,590 10.0	10.2*		9.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.2	17 *		17 *	19 9.8	19 *	11.3	20 *	19 10.9	19 *	9.7	19 *

TV HOUSEHOLDS USING TV WK. 1	49.7	50.4	51.2	51.9	53.0	53.9	54.6	55.7	55.7	56.5	57.4	58.3	56.4	56.4	55.3	53.4
(See Def. 1) WK. 2	46.1	46.2	46.7	48.8	49.3	50.7	52.0	53.7	54.8	56.5	57.4	57.0	55.0	53.6	53.0	51.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. AUG.5, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					20,530 23.9											
	ABC TV													ABC NEWS CLOSEUP (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{					7,730 9.0	8.8*		7.6*		8.3*		9.1*		10.5*		9.6*
	SHARE OF AUDIENCE %	{					16	17 *		14 *		15 *		16 *		19 *		18 *
	AVG. AUD. BY ¼ HR. %	{					9.1	8.5	7.6	7.5	8.1	8.4	9.0	9.3	10.4	10.6	10.1	9.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,350 20.2											
	CBS TV													MISTRAL'S DAUGHTER, PT. I (R)(SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{					7,650 8.9	8.3*		8.0*		8.1*		8.4*		9.9*		10.8*
	SHARE OF AUDIENCE %	{					16	16 *		15 *		14 *		14 *		18 *		20 *
	AVG. AUD. BY ¼ HR. %	{					8.1	8.5	8.3	7.8	8.0	8.3	8.1	8.7	9.8	10.1	10.5	11.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,030 17.5				14,000 16.3		13,570 15.8		13,570 15.8			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,170 13.0	11.6*		14.3*		11,850 13.8		11,680 13.6		9,190 10.7	10.8*	10.6*
	SHARE OF AUDIENCE %	{					24	22 *		26 *		24		23		20	19 *	20 *
	AVG. AUD. BY ¼ HR. %	{					11.0	12.3	14.0	14.6	13.3	14.2	13.4	13.8	11.2	10.4	10.5	10.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,770 13.7		10,650 12.4		13,830 16.1				12,030 14.0			
	ABC TV							PERFECT STRANGERS (R)	MR. SUNSHINE (R)(SD)					MACGYVER (R)(SD)				HOTEL (R)
	AVERAGE AUDIENCE (Households (000) & %)	{					9,710 11.3		9,020 10.5		9,280 10.8	10.7*		11.0*	9,450 11.0	10.4*		11.5*
	SHARE OF AUDIENCE %	{					23		20		19	19 *		19 *	21	19 *		22 *
	AVG. AUD. BY ¼ HR. %	{					11.0	11.5	10.3	10.8	10.5	10.9	11.0	10.9	9.9	10.9	11.2	11.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,950 17.4											
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					5,840 6.8	5.5*		5.7*		6.7*		7.1*		7.8*		8.1*
	SHARE OF AUDIENCE %	{					13	11 *		11 *		12 *		12 *		14 *		16 *
	AVG. AUD. BY ¼ HR. %	{					5.9	5.2	5.5	5.8	6.6	6.7	6.9	7.3	7.9	7.8	7.8	8.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,860 17.3				14,770 17.2		15,120 17.8		14,350 16.7			
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{					11,080 12.9	12.0*		13.8*		12,460 14.5		13,230 15.4		10,050 11.7	11.8*	11.5*
	SHARE OF AUDIENCE %	{					25	24 *		27 *		26		27		22	21 *	22 *
	AVG. AUD. BY ¼ HR. %	{					11.6	12.5	13.5	14.0	14.1	14.9	15.1	15.7	12.5	11.1	11.5	11.5

TV HOUSEHOLDS USING TV WK. 1	48.9	49.0	49.1	50.9	50.9	53.0	54.3	55.5	55.6	57.1	58.0	58.3	56.9	56.0	54.0	51.7
(See Def. 1) WK. 2	47.9	48.8	48.8	49.5	49.6	50.4	51.3	52.6	54.2	56.1	57.2	57.5	55.7	54.3	52.7	51.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 31, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	ABC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	CBS TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																
	NBC TV	{																
	AVERAGE AUDIENCE (Households (000) & %)	{																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.1	47.0	47.8	48.8	49.1	51.1	51.8	54.2	54.4	54.7	55.2	56.0	54.9	53.9	52.9	51.8
		WK. 2	46.1	46.2	47.4	49.0	50.5	52.8	52.4	53.6	54.6	55.1	55.0	55.4	55.0	53.7	52.4	50.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. AUG. 7, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	E	E	K	1	TOTAL AUDIENCE (Households (000) & %)																
W	E	E	K	2	TOTAL AUDIENCE (Households (000) & %)																

  

W	E	E	K	2	TOTAL AUDIENCE (Households (000) & %)																

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,270 7.3			6,700 7.8			14,860 17.3					
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE CONFESSIONS OF A MARRIED MAN(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					5,070 5.9			5,580 6.5			8,330 9.7	8.1*			10.4*	10.8*
	SHARE OF AUDIENCE %					13			14			20	17 *			22 *	23 *
W E E K 2	AVG. AUD. BY ¼ HR. %					5.6	6.2	6.3	6.7	7.9	8.3	9.2	9.4	10.3	10.5	10.9	10.8
	TOTAL AUDIENCE (Households (000) & %)					6,010 7.0			5,410 6.3			9,280 10.8					
	CBS TV					MELBA SPECIAL (SD)		FAMILY MARTINEZ (SD)		CBS SATURDAY NIGHT MOVIE THE HUNCHBACK OF NOTRE DAME(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					4,900 5.7			4,380 5.1			3,950 4.6	3.7*			5.0*	5.9*
W E E K 1	SHARE OF AUDIENCE %					13			11			10	8 *			10 *	13 *
	AVG. AUD. BY ¼ HR. %					5.9	5.5	5.3	4.8	3.8	3.6	3.6	4.0	4.9	5.1	5.6	6.1
	TOTAL AUDIENCE (Households (000) & %)					9,280 10.8			10,820 12.6			16,240 18.9			14,950 17.4		
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		SYLVAN IN PARADISE (SD)		REMINGTON STEELE (R)			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					8,160 9.5			9,110 10.6			14,090 16.4	13,140 15.3			11,600 13.5	13.9*
	SHARE OF AUDIENCE %					22			23			34	31			28	29 *
	AVG. AUD. BY ¼ HR. %					9.1	9.9	9.9	11.3	15.5	17.3	15.1	15.5	13.8	14.0	13.4	12.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					5,150 6.0			6,360 7.4			10,390 12.1					
	ABC TV					DIFF'RENT STROKES (R)		BENSON (R)(SD)		ABC SATURDAY NIGHT MOVIE AMAZONS(R) (9:00-10:54PM) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					4,300 5.0			5,330 6.2			5,500 6.4	5.5*			6.6*	7.2*
	SHARE OF AUDIENCE %					12			14			13	11 *			14 *	15 *
W E E K 2	AVG. AUD. BY ¼ HR. %					4.9	5.0	6.1	6.4	5.3	5.6	6.4	6.7	6.3	6.9	7.1	7.3
	TOTAL AUDIENCE (Households (000) & %)					5,670 6.6			15,810 18.4								
	CBS TV					MELBA SPL (SD)		CBS SATURDAY NIGHT MOVIE MOMMIE DEAREST(R) (SD)									
	AVERAGE AUDIENCE (Households (000) & %)					4,720 5.5			7,470 8.7			5,500 6.4	5.5*			6.6*	7.2*
W E E K 1	SHARE OF AUDIENCE %					13			18			13	11 *			14 *	15 *
	AVG. AUD. BY ¼ HR. %					5.5	5.4	6.3	6.8	7.4	7.5	8.7	8.9	9.4	10.2	10.6	10.7
	TOTAL AUDIENCE (Households (000) & %)					10,390 12.1			11,420 13.3			15,980 18.6			16,660 19.4		
	NBC TV					FACTS OF LIFE (R)		227 (R)(SD)		GOLDEN GIRLS (R)		MOVIE OF THE WEEK SAT BUS BROWN & MIDNIGHT BREWSTER(R)					
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0			9,620 11.2			13,570 15.8	9,360 10.9			11.5*	10.7*
	SHARE OF AUDIENCE %					23			25			32	22			23 *	22 *
	AVG. AUD. BY ¼ HR. %					9.5	10.6	10.5	11.8	14.9	16.7	12.0	11.0	10.6	10.5	10.5	10.9
TV HOUSEHOLDS USING TV		WK. 1	40.4	40.5	40.3	43.1	43.7	44.4	45.4	46.2	47.9	49.5	49.1	49.3	48.4	48.3	47.3
(See Def. 1)		WK. 2	40.7	40.5	40.9	42.9	42.5	43.2	44.5	46.2	48.3	50.3	49.8	49.0	48.6	48.4	47.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.



TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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WEEK 1

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,800  
2.1

ABC  
WEEKEND  
REPORT-  
SAT

1,720  
2.0

5

2.0

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,250  
13.1

SATURDAY NIGHT  
(11:30-12:53AM)  
(SUSTAINING 12:53-1:00AM)

8,100  
7.1

8.2\*

6.9\*

5.9\*

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,230  
2.6

ABC  
WEEKEND  
REPORT-  
SAT

2,060  
2.4

7

2.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,710  
11.3

SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

6.1\*

5.5\*

WEEK 2

TOTAL AUDIENCE  
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,230  
2.6

ABC  
WEEKEND  
REPORT-  
SAT

2,060  
2.4

7

2.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,710  
11.3

SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

6.1\*

5.5\*

TOTAL AUDIENCE  
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,230  
2.6

ABC  
WEEKEND  
REPORT-  
SAT

2,060  
2.4

7

2.4

TOTAL AUDIENCE  
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE  
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,710  
11.3

SATURDAY NIGHT  
(11:30-12:47AM)  
(SUSTAINING 12:47-1:00AM)

6.1\*

5.5\*

TV HOUSEHOLDS USING TV

(See Def. 1)

WK. 1

WK. 2

44.1

44.1

1.0

1.0

3.7

3.7

4.4

4.4

31.7

29.0

29.7

27.0

26.9

25.0

24.5

23.0

21.3

19.8

19.1

17.5

16.4

14.4

14.3

12.5

12.4

11.2

11.3

10.0

8.5

10.0

8.5

9.3

7.8

TV HOUSEHOLDS USING TV	WK. 1	44.6	1.0	1.2	1.4	31.7	29.7	26.9	24.5	21.3	19.1	16.4	14.3	12.4	11.7	10.0	9.3
(See Def. 1)	WK. 2	45.1	1.4	1.1	1.0	29.0	27.0	25.0	23.0	19.8	17.5	14.4	12.5	11.2	10.0	8.5	7.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 12,630 14.7								{ 19,930 23.2													
	ABC TV	ABC MOVIE SPECIAL THE FLIGHT OF DRAGONS (SD)																ABC SUNDAY NIGHT MOVIE ABSENCE OF MALICE(R) (9:00-11:20PM) (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,010 7.0	6.2*		6.3*		7.5*		7.9*	11,170 13.0	11.8*		12.5*		12.9*		13.3*						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 14 6.7	14 *	6.3	13 *	7.6	15 *	7.6	15 *	24	21 *	12.4	22 *	13.1	23 *	13.0	24 *						
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,590 22.8		{ 19,070 22.2						{ 19,670 22.9													
	CBS TV	60 MINUTES																MURDER, SHE WROTE (R)(SD)		CBS SUNDAY NIGHT MOVIE MEMORIES NEVER DIE(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,430 16.8	15.8*		17.7*	14,860 17.3	16.8*		17.7*	12,710 14.8	13.3*		13.8*		15.5*		16.6*						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 36 14.8	35 *	17.7	37 *	33	33 *	17.6	33 *	27	24 *	13.6	24 *	14.1	15.1	15.9	16.6	16.5					
K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		{ 5,930 6.9		{ 20,790 24.2																	
	NBC TV	SILVER SPOONS (R)																PUNKY BREWSTER (R)		NOTOWN RETURNS TO-APOLLO (R)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.5	5,150 6.0		8,850 10.3	8.3*		10.5*		11.2*		11.1*		10.1*		10.4*							
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 14 6.3	13 6.7	5.8	19 7.6	16 *	10.3	20 *	10.7	11.2	11.2	11.1	11.1	10.1	10.1	10.0	10.8						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,930 10.4		{ 21,730 25.3																			
	ABC TV	DISNEY SUNDAY MOVIE TWO AND ONE HALF DADS(R)																ABC SUNDAY NIGHT MOVIE NOT-STAR CONCOR (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,360 7.4			7.8*	10,480 12.2	10.6*		12.2*		13.4*		12.1*		12.5*		12.2*						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 16 8.8	16 *	12.7	18 *	22	21 *	12.0	23 *	12.3	13.8	12.9	11.9	12.2	12.7	12.4	12.4	12.0					
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 19,330 22.5		{ 19,590 22.8						{ 21,990 25.6													
	CBS TV	60 MINUTES																MURDER, SHE WROTE (R)(SD)		CBS SUNDAY NIGHT MOVIE HE'S FIRED, SHE'S HIRED(R) (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 14,170 18			17.2*	15,480 18.0	17.2*		18.3*	13,490 15.7	16.7*		16.3*		15.0*		14.3*						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 36 15.6	38 *	17.9	36 *	35	35 *	18.1	34 *	28	30 *	16.6	16.0	15.1	15.0	14.6	15.0						
K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2		{ 9,350 10.9		{ 18,470 21.5																	
	NBC TV	SILVER SPOONS (R)																PUNKY BREWSTER (R)		DALTON'S-CODE OF VENGEANCE (SD)		NBC SUNDAY NIGHT MOVIE THIS IS SILVER(R) (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,580 6.5	5,150 7.4		7,130 8.3	7.9*		8.6*		10,820 12.6	10.5*		12.0*		13.6*		14.2*						
	SHARE OF AUDIENCE AVG. AUD. BY % HR.	{ 15 5.9	16 7.1	7.3	16 7.6	16 *	8.2	8.6	8.7	23	19 *	11.7	21 *	13.6	24 *	14.3	27 *						
TV HOUSEHOLDS USING TV WK. 1		11.7	11.9	12.0	11.6	49.4	51.5	52.8	54.2	54.0	55.8	56.3	57.1	56.9	56.5	54.9	54.1						
(See Def 1) WK. 2		11.5	11.7	12.2	48.3	49.8	51.4	52.5	53.8	55.4	56.7	57.4	57.8	57.4	56.2	54.4	52.0						
U.S. TV Households: 85,900,000																							

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 2,580  
(Households (000) & %) { 3.0

**ABC TV**

ABC SUNDAY  
NIGHT MOVIE  
ABSENCE OF MALICE(R)  
(9:00-11:20PM)

ABC  
WEEKEND  
REPORT  
SUN

AVERAGE AUDIENCE { 2,490  
(Households (000) & %) { 2.9  
SHARE OF AUDIENCE % 11  
AVG. AUD. BY ¼ HR. % 2.9

W

E

E

K

1

TOTAL AUDIENCE { 3,440  
(Households (000) & %) { 4.0

**CBS TV**

SUNDAY  
NEWS  
050000

AVERAGE AUDIENCE { 3,260  
(Households (000) & %) { 3.8  
SHARE OF AUDIENCE % 8  
AVG. AUD. BY ¼ HR. % 3.8

TOTAL AUDIENCE { 1,720  
(Households (000) & %) { 2.0

**NBC TV**

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE { 1,630  
(Households (000) & %) { 1.9  
SHARE OF AUDIENCE % 6  
AVG. AUD. BY ¼ HR. % 1.9

TOTAL AUDIENCE { 2,490  
(Households (000) & %) { 2.9

**ABC TV**

ABC  
WEEKEND  
REPORT  
SUN.

AVERAGE AUDIENCE { 2,410  
(Households (000) & %) { 2.8  
SHARE OF AUDIENCE % 13  
AVG. AUD. BY ¼ HR. % 2.8

W

E

E

K

2

TOTAL AUDIENCE { 4,040  
(Households (000) & %) { 4.7

**CBS TV**

SUNDAY  
NEWS  
050000

AVERAGE AUDIENCE { 3,950  
(Households (000) & %) { 4.6  
SHARE OF AUDIENCE % 10  
AVG. AUD. BY ¼ HR. % 4.6

TOTAL AUDIENCE { 1,890  
(Households (000) & %) { 2.2

**NBC TV**

G MICHAELS  
SPORTS MACHINE  
(11:30-11:45PM)  
(SUSTAINING 11:45-12:00AM)

AVERAGE AUDIENCE { 2.3  
(Households (000) & %) { 7  
SHARE OF AUDIENCE % 7.0  
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	50.9	41.9	16.3	11.6	26.0	23.1	20.2	17.9	15.5	14.2	12.4	11.4	10.2	8.8	8.0	7.5
(See Def. 1)	WK. 2	44.9	40.4	11.7	11.5	26.9	23.9	19.5	17.2	14.4	12.6	10.9	9.8	8.7	7.9	6.9	6.9	6.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		4,720 5.5		4,550 5.3							
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,440 4.0		3,690 4.3							
	SHARE OF AUDIENCE %	{		23		19							
	AVG. AUD. BY % HR.	{		4.1 4.0		4.2 4.3							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		2,490 2.9		3,350 3.9		4,720 5.5		4,470 5.2			
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,060 2.4		2,580 3.0		3,870 4.5		3,780 4.4			
	SHARE OF AUDIENCE %	{		14		13		17		16			
	AVG. AUD. BY % HR.	{		2.4 2.3		3.0 3.1		4.2 4.7		4.4 4.5			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		5,150 6.0		5,330 6.2		5,930 6.9		4,810 5.6			
	NBC TV	{		← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		FAMILY TIES M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{		3,950 4.6		4,470 5.2		4,980 5.8		4,120 4.8			
	SHARE OF AUDIENCE %	{		26		23		22		18			
	AVG. AUD. BY % HR.	{		4.5 4.7		5.2 5.2		5.5 6.2		4.7 4.9			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,470 5.2		4,470 5.2							
	ABC TV	{		← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) →		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) →							
	AVERAGE AUDIENCE (Households (000) & %)	{		3,520 4.1		3,520 4.1							
	SHARE OF AUDIENCE %	{		24		18							
	AVG. AUD. BY % HR.	{		4.1 4.1		4.2 4.0							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		2,750 3.2		3,180 3.7		4,810 5.6		4,550 5.3			
	CBS TV	{		CBS MORNING NEWS 1		CBS MORNING NEWS 2		\$25,000 PYRAMID		NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)	{		2,150 2.5		2,490 2.9		4,120 4.8		3,870 4.5			
	SHARE OF AUDIENCE %	{		15		13		19		18			
	AVG. AUD. BY % HR.	{		2.5 2.6		2.8 3.0		4.5 5.0		4.3 4.7			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		4,720 5.5		4,980 5.8		5,500 6.4		4,550 5.3			
	NBC TV	{		← TODAY SHOW 7:30AM (CO-OP) (PARTICIPATING) →		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) →		FAMILY TIES M-F		SALE OF THE CENTURY			
	AVERAGE AUDIENCE (Households (000) & %)	{		3,690 4.3		4,210 4.9		4,550 5.3		3,780 4.4			
	SHARE OF AUDIENCE %	{		25		22		21		18			
	AVG. AUD. BY % HR.	{		4.2 4.3		4.8 5.0		5.1 5.5		4.3 4.4			

TV HOUSEHOLDS USING TV WK 1	10.9	13.0	14.5	15.9	17.6	19.5	21.0	22.1	23.0	24.6	25.4	26.0	26.2	27.2	26.6	27.2
(See Def. 1) WK 2	9.9	12.2	13.9	15.4	17.1	18.8	19.9	20.9	22.2	23.4	23.9	24.7	24.5	25.1	24.7	25.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,920 3.4		3,010 3.5		3,350 3.9		3,950 4.6		8,680 10.1				8,760 10.2			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING	ALL MY CHILDREN					ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,410 2.8		2,410 2.8		2,750 3.2		3,350 3.9		6,530 7.6	7.1*			6,870 8.0	7.8*		8.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	10 2.8		10 2.7		11 2.8		13 3.3		23 6.7	22 *			25 *	25 7.7	24 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,390 8.6		8,760 10.2				11,000 12.8				8,420 9.8					5,670 6.6
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS					CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{	6,180 7.2		7,650 8.9				8,500 9.9	9.7*			6,870 8.0	7.9*			4,980 5.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	26 6.8		31 7.6				33 9.5	33 *			24 7.9	24 *			25 *	19
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,470 8.7		5,930 6.9		4,040 4.7		2,660 3.1		9,020 10.5				6,700 7.8			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW	DAYS OF OUR LIVES					ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,270 7.3		5,070 5.9		3,520 4.1		2,410 2.8		7,220 8.4	8.0*		8.7*	5,240 6.1	6.0*		6.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	26 7.3		21 7.4		14 5.8		9 4.1		26 7.7	25 *		26 *	19 6.0	19 *		19 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,490 2.9		2,920 3.4		3,260 3.8		4,300 5.0		8,760 10.2				8,930 10.4			
	ABC TV		LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING	ALL MY CHILDREN					ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,150 2.5		2,490 2.9		2,750 3.2		3,780 4.4		6,700 7.8	7.4*		8.2*	6,960 8.1	7.9*		8.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	10 2.5		11 2.5		11 2.9		15 3.0		24 7.2	23 *		25 *	26 7.9	25 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8		8,420 9.8				10,480 12.2				8,250 9.6					5,240 6.1
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS					CAPITOL
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6		7,220 8.4				8,070 9.4	9.3*			6,530 7.6	7.7*			4,640 5.4	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	26 6.2		31 8.2				32 9.2	33 *			24 7.7	24 *			23 *	18
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,700 7.8		5,350 6.2		3,610 4.2		2,660 3.1		8,420 9.8				6,610 7.7			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW	DAYS OF OUR LIVES					ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,580 6.5		4,250 5.1		3,090 3.6		2,150 2.5		6,610 7.7	7.3*		8.2*	4,980 5.8	6.0*		5.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	26 6.5		26 5.1		13 3.6		9 2.5		24 7.0	23 *		25 *	19 6.1	19 *		18 *
TV HOUSEHOLDS USING TV		WK. 1	31.1	31.1	31.1	31.1	30.3	31.3	31.1	31.3	31.5	32.1	32.4	32.6	31.9	32.5	31.5	31.4
(See Def. 1)		WK. 2	31.1	31.1	31.1	31.1	29.0	29.9	29.5	29.7	30.7	31.5	31.7	31.9	31.4	31.6	30.5	30.8

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG. 4-8, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JULY 28-AUG. 1, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,880 11.5 GENERAL HOSPITAL															9,360 10.9 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8 8.7* 8.8* 28 27* 28*															7,900 9.2 20
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 8.8 8.7 8.9 8.8 % 8.8 8.7 8.9 8.8															9.0 9.4
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,200 8.5 GUIDING LIGHT (8:05-8:30)															10,140 11.8 CBS EVENING NEWS- WATNER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,930 6.9 6.9* 6.9* 1,800 22 22* 22* 2.1															8,850 10.3 22
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 6.8 6.9 7.0 6.8 2.1 2.2 % 6.8 6.9 7.0 6.8 2.1 2.2															10.4 10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,570 6.7 SANTA BARBARA															10,050 11.7 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,300 5.0 5.0* 5.0* 16 16* 16*															8,680 10.1 22
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 5.1 4.9 4.9 5.1 % 5.1 4.9 4.9 5.1															10.0 10.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,530 11.1 GENERAL HOSPITAL															9,110 10.6 ABC WORLD NEWS TONIGHT
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,560 8.8 8.7* 8.8* 28 28* 28*															7,820 9.1 20
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 8.8 8.8 8.8 8.8 % 8.8 8.8 8.8 8.8															9.1 9.1
K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,040 8.2 GUIDING LIGHT (8:05-8:30)															9,710 11.3 CBS EVENING NEWS- WATNER
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,760 6.7 6.6* 6.7* 1,720 21 21* 21* 2.0															8,420 9.8 21
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 6.5 6.7 6.8 6.6 2.0 2.1 % 6.5 6.7 6.8 6.6 2.0 2.1															9.8 9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,070 5.9 SANTA BARBARA															9,450 11.0 NBC NIGHTLY NEWS
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,950 4.6 4.7* 4.8* 16 16* 16*															8,070 9.4 21
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 4.7 4.7 4.7 4.7 % 4.7 4.7 4.7 4.7															9.4 9.4
TV HOUSEHOLDS USING TV WK 1		11.4	11.9	11.7	11.2	31.6	33.1	33.8	35.4	36.5	38.4	39.7	41.9	44.0	45.4	46.5	47.5
(See Def. 1) WK. 2		10.6	11.5	11.1	11.4	31.1	32.2	33.3	35.1	35.9	37.3	38.9	41.0	43.0	44.5	45.4	46.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				1,890 2.2		2,490 2.9		3,690 4.3		4,040 4.7		3,350 3.9		3,090 3.6	
	ABC TV	{				PINK PANTHER AND SONS (50)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,550 1.8		2,150 2.5		2,750 3.2		3,350 3.9		2,830 3.3		2,580 3.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				15 1.7	1.8	15 2.3	2.7	16 2.9	3.5	17 3.8	4.0	13 3.2	3.3	12 2.8	3.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				2,830 3.3		3,520 4.1		5,930 6.9				5,580 6.5			
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				2,230 2.6		2,750 3.2		4,120 4.8	4.6*		5.0*	3,690 4.3	4.1*		4.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 2.2	3.0	20 2.7	3.6	22 4.5	23 *	4.8	5.0	17 4.2	17 *	4.0	17 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				2,230 2.6		3,260 3.8		4,550 5.3		5,330 6.2		6,870 8.0		6,010 7.0	
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,890 2.2		2,490 2.9		3,870 4.5		4,720 5.5		5,670 6.6		5,330 6.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 2.0	2.4	18 2.7	3.2	22 4.1	4.8	24 5.3	5.7	27 6.7	6.5	24 6.1	6.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,890 2.2		2,580 3.0		4,550 5.3		5,330 6.2		4,810 5.6		4,900 5.7	
	ABC TV	{				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,460 1.7		2,060 2.4		3,690 4.3		4,550 5.3		3,870 4.5		3,950 4.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				14 1.5	2.0	15 2.0	2.8	23 3.7	5.0	24 5.5	5.1	19 4.5	4.6	19 4.6	4.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,980 2.3		2,230 2.6		5,240 6.1				5,760 6.7			
	CBS TV	{				WUZZLES (SUS-SD)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)	{				1,630 1.9		1,800 2.1		3,520 4.1	3.6*		4.7*	3,950 4.6	4.3*		4.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				16 1.8	2.1	13 1.9	2.3	20 3.3	19 *	21 *	4.9	19 4.1	18 *	5.0	20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				1,630 1.9		3,090 3.6		3,690 4.3		4,900 5.7		6,610 7.7		5,070 5.9	
	NBC TV	{				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)	{				1,200 1.4		2,490 2.9		3,290 3.6		4,040 4.7		5,410 6.3		4,470 5.2	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				12 1.2	1.7	18 2.6	3.2	19 3.3	3.9	21 4.4	5.0	26 6.2	6.3	21 5.2	5.1
TV HOUSEHOLDS USING TV		WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16
(See Def. 1)		10.7	12.9	14.8	16.7	18.7	20.2	21.6	22.6	24.1	24.7	25.5	26.3	27.0	27.0	27.0	27.0
U.S. TV Households: 85,900,000		10.6	12.3	14.5	16.6	18.4	19.7	21.2	22.8	23.2	23.7	24.8	24.8	25.0	25.0	25.0	25.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,180 3.7		{ 3,520 4.1		{ 4,380 5.1		{ 4,040 4.7		{ 14,520 16.9		{ 14,520 16.9		{ 14,520 16.9		{ 14,520 16.9	
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 1		AMERICAN BANDSTAND		ABC WIDE WORLD- SPORTS SAT (2:30-5:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,580 3.0		{ 2,920 3.4		{ 3,690 4.3		{ 2,150 2.5		{ 5,240 6.1		{ 5,240 6.1		{ 5,240 6.1		{ 5,240 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 11 3.0		{ 12 3.3		{ 15 3.9		{ 9 2.3		{ 19 5.6		{ 19 5.6		{ 19 5.6		{ 19 5.6	
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,380 5.1		{ 3,870 4.5		{ 3,010 3.5		{ 4,040 4.7		{ 4,040 4.7		{ 4,040 4.7		{ 4,040 4.7		{ 4,040 4.7	
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN/SNOOPY SHOW (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,520 4.1		{ 3,180 3.7		{ 2,660 3.1		{ 3,440 4.0		{ 3,440 4.0		{ 3,440 4.0		{ 3,440 4.0		{ 3,440 4.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 4.0		{ 13 3.6		{ 11 3.0		{ 14 3.6		{ 14 3.6		{ 14 3.6		{ 14 3.6		{ 14 3.6	
E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.1		{ 4,470 5.2		{ 4,640 5.4		{ 3,610 4.2		{ 3,610 4.2		{ 3,610 4.2		{ 3,610 4.2		{ 3,610 4.2	
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,550 5.3		{ 3,870 4.5		{ 3,690 4.3		{ 3,090 3.6		{ 3,090 3.6		{ 3,090 3.6		{ 3,090 3.6		{ 3,090 3.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 20 5.5		{ 18 4.7		{ 15 4.2		{ 13 3.6		{ 13 3.6		{ 13 3.6		{ 13 3.6		{ 13 3.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,440 4.0		{ 3,440 4.0		{ 3,690 4.3		{ 3,780 4.4		{ 3,780 4.4		{ 3,780 4.4		{ 3,780 4.4		{ 3,780 4.4	
	ABC TV	DROIDS: ADVENTURES		SUPERPOWERS TEAM (SD)		ABC WEEKEND SPECIALS THE DOG DAYS OF ARTHUR CANE, PT. 2		AMERICAN BANDSTAND		ABC WIDE WORLD-SPORTS SPEC (2:00-3:30PM)							
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,090 3.6		{ 2,920 3.4		{ 3,010 3.5		{ 2,230 2.6		{ 3,090 3.6		{ 3,090 3.6		{ 3,090 3.6		{ 3,090 3.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 14 3.8		{ 13 3.3		{ 13 3.5		{ 10 2.4		{ 12 3.2		{ 12 3.2		{ 12 3.2		{ 12 3.2	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,470 5.2		{ 4,380 5.1		{ 3,690 4.3		{ 4,300 5.0		{ 4,300 5.0		{ 4,300 5.0		{ 4,300 5.0		{ 4,300 5.0	
	CBS TV	RICHIE RICH (SD)		DUNGEONS AND DRAGONS (SD)		POLE POSITION		CHARLIE BROWN/SNOOPY SHOW (SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,610 4.2		{ 3,780 4.4		{ 3,090 3.6		{ 3,520 4.1		{ 3,520 4.1		{ 3,520 4.1		{ 3,520 4.1		{ 3,520 4.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 16 4.0		{ 17 4.4		{ 14 3.6		{ 15 4.0		{ 15 4.0		{ 15 4.0		{ 15 4.0		{ 15 4.0	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8		{ 4,300 5.0		{ 3,090 3.6		{ 2,410 2.8		{ 2,410 2.8		{ 2,410 2.8		{ 2,410 2.8		{ 2,410 2.8	
	NBC TV	ALVIN AND THE CHIPMUNKS (SD)		KIDD VIDEO (SD)		MR. T		SPIDERMAN AND FRIENDS									
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6		{ 3,350 3.9		{ 2,490 2.9		{ 2,150 2.5		{ 2,150 2.5		{ 2,150 2.5		{ 2,150 2.5		{ 2,150 2.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 21 5.7		{ 15 3.9		{ 11 2.8		{ 9 2.6		{ 9 2.6		{ 9 2.6		{ 9 2.6		{ 9 2.6	
TV HOUSEHOLDS USING TV WK. 1		26.6	27.4	27.6	27.9	27.8	28.3	28.0	28.3	27.7	28.2	28.2	28.9	29.7	29.7	30.3	30.9
(See Def. 1) WK. 2		26.6	27.0	26.0	25.9	25.7	26.5	27.4	27.6	27.2	27.1	27.4	28.1	27.8	28.5	29.4	29.9

U.S. TV Households: 85,900,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

A-29 (2) NBC MAJOR LEAGUE BASEBALL, NBC, KANSAS CITY VS NY YANKEES, LA VS CINCINNATI, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																7,560 8.8						
	ABC TV		ABC WIDE WORLD-SPORTS SAT (2:30-5:30PM)															ABC WRD NEWS TONIGHT-SAT						
	AVERAGE AUDIENCE (Households (000) & %)	{																6,360 7.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.4	6.3* 21 *	6.1	6.1* 19 *	5.6	5.8* 17 *	6.0	6.0* 17 *	5.9	6.4	6.4* 18 *	6.4* 18 *	6.4	6.4	7.4	7.4						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																6,870 8.0						
	CBS TV		WESTERN OPEN GOLF-SAT															CBS SAT. NEWS- SCHIEFFER						
	AVERAGE AUDIENCE (Households (000) & %)	{																3,780 4.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	4.0	4.2	4.2	4.1* 12 *	4.6	4.5* 12 *	4.4	4.7* 13 *	4.6	4.8	4.5* 12 *	4.7* 13 *	4.6	4.8	6.4	7.2						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	13,490 15.7 (1) (-OP)															5,330 6.2						
	NBC TV		NBC MAJOR LEAGUE BASEBALL ATLANTA VS SAN FRANCISCO CHICAGO CUBS VS PHILADELPHIA MULTI-SEGMENT TELECAST(OP)															NBC NIGHTLY NEWS- SAT.						
	AVERAGE AUDIENCE (Households (000) & %)	{	5,410 6.3	4.9*	5.6*	6.2*	6.1*	6.6*	7.3*	7.3*	4.9							4,210 4.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	18	16 *	18 *	18 *	18 *	19 *	20 *	19 *	13							5.1						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																10,820 12.6						
	ABC TV		ABC WIDE WRD- SPORTS SPEC (2:00-3:30PM)															PGA CHAMPIONSHIP-SAT						
	AVERAGE AUDIENCE (Households (000) & %)	{																4,040 3.6						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	3.6	3.6* 11 *	4.7	3.6* 12 *	3.7	4.1* 13 *	4.2	5.3* 16 *	5.6	5.7*	5.9*	5.7	6.0	5.7	6.0	5.9*						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																5,670 6.6						
	CBS TV		CBS SPORTS SPEC. SAT IROC AUTO RACE															CBS SAT. NEWS- SCHIEFFER						
	AVERAGE AUDIENCE (Households (000) & %)	{																2,920 3.4						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	3.5	3.4	3.3	3.4*	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	3.5	6.7	7.0						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																7,990 9.3						
	NBC TV		NBC MAJOR LEAGUE BASEBALL KANSAS CITY VS NEW YORK YANKEES LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST															NBC NIGHTLY NEWS SAT.						
	AVERAGE AUDIENCE (Households (000) & %)	{																6,790 7.9						
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	6.9	7.2* 24 *	7.6*	7.0* 23 *	7.2	7.2* 22 *	6.9	6.3* 19 *	7.4	6.3	6.3*	6.3*	6.3*	6.3*	7.8	8.0						
TV HOUSEHOLDS USING TV		WK. 1	31.4	32.6	33.0	33.4	34.3	35.2	34.7	35.0	35.9	36.1	36.8	37.7	38.9	39.4	39.6	40.4						
(See Def. 1)		WK. 2	29.9	31.0	30.8	30.9	31.1	31.5	32.0	33.2	34.3	34.4	35.1	36.2	38.3	39.4	40.2	41.0						

U.S. TV Households: 85,900,000

1) NBC MAJOR LEAGUE PRE-GAME, NBC, (3:00-3:12PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 9, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

6,180											2,320
7.2											2.7
SUNDAY MORNING → FACE THE NATION											
3,090											1,890
3.6	2.9*			3.9*		4.0*		2.2			
17	16 *			18 *		17 *		9			
2.7	3.1	3.8		4.0	4.0	4.0	2.2	2.2			

TOTAL AUDIENCE {  
(Households (000) & %)

**ABC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {  
(Households (000) & %)

**CBS TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {  
(Households (000) & %)

**NBC TV**

AVERAGE AUDIENCE {  
(Households (000) & %)  
SHARE OF AUDIENCE %  
AVG. AUD. BY ¼ HR. %

5,930											2,660
6.9											3.1
SUNDAY MORNING → FACE THE NATION											
3,180											1,980
3.7	3.2*			4.0*		3.8*		2.3			
20	20 *			21 *		18 *		10			
2.9	3.5	3.9		4.0	3.9	3.7	2.3	2.2			

TV HOUSEHOLDS USING TV WK. 1	6.3	6.7	7.8	8.8	10.5	12.5	14.6	16.8	19.2	21.1	21.7	23.5	24.3	25.4	25.5	25.2
(See Def. 1) WK. 2	5.5	6.2	7.0	8.3	10.2	12.1	13.6	14.7	16.4	18.1	19.0	20.2	21.2	22.4	22.9	23.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.



		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		4,900 5.7 ← THIS WEEK-DAVID BRINKLEY →															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,180 3.7 3.8* 3.6*															
	SHARE OF AUDIENCE %		13 14* 13*															
	AVG. AUD. BY ¼ HR. %		3.6 3.9 3.6 3.6															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,670 6.6 (1)															
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		2,660 3.1 2.7*															
	SHARE OF AUDIENCE %		9 8*															
	AVG. AUD. BY ¼ HR. %		2.9 2.6															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		4,120 4.8 MEET THE PRESS															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,010 3.5 12.4 9.5* 12.2* 12.6* 12.5*															
	SHARE OF AUDIENCE %		13 36 31* 37* 38* 36*															
	AVG. AUD. BY ¼ HR. %		3.0 3.9 8.4 10.5 12.1 12.3 12.3 12.9 12.5 12.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		4,550 5.3 ← THIS WEEK-DAVID BRINKLEY →															
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		2,830 3.3 3.1* 3.6*															
	SHARE OF AUDIENCE %		12 12* 13*															
	AVG. AUD. BY ¼ HR. %		2.8 3.3 3.6 3.7															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,390 8.6 ← JOHN MADDEN SHOW →															
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)		4,300 5.0 4.9* 5.0*															
	SHARE OF AUDIENCE %		15 15* 15*															
	AVG. AUD. BY ¼ HR. %		4.9 4.8 4.6 5.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,580 3.0 MEET THE PRESS															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		2,060 2.4 2.4															
	SHARE OF AUDIENCE %		9 9															
	AVG. AUD. BY ¼ HR. %		2.3 2.4															
TV HOUSEHOLDS USING TV																		
(See Def. 1)																		
WK 1	28.0	27.6	27.9	28.1	29.2	31.3	32.1	33.3	33.8	33.8	34.1	35.2	36.1					
WK 2	27.4	27.9	29.5	29.8	30.5	31.0	31.5	32.2	32.6	33.2	33.5	33.4	34.0					

U.S. TV Households 85,900,000

(1) CBS SPORTS SUNDAY, AMERICAN CUP GYMNASTICS, CBS, (2:30-4:00PM)

For explanation of symbols, See page A

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 3, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,330 6.2															
	ABC TV		MITA LAKE TAHOE TENNIS															
	AVERAGE AUDIENCE (Households (000) & %)		1,630 1.9															
	SHARE OF AUDIENCE %		5 5 *															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		10,650 12.4															
	CBS TV		CBS SPORTS SUNDAY AMERICAN CUP GYMNASTICS (2:30-4:00PM)															
	AVERAGE AUDIENCE (Households (000) & %)		4,640 3.0*															
	SHARE OF AUDIENCE %		8 *															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		12,280 14.3															
	NBC TV		NFL PRE-SEASON FTBL-NBC CHICAGO BEARS VS DALLAS (1:00-4:25PM) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		6,790 13.0*															
	SHARE OF AUDIENCE %		36 *															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		12,460 14.5															
	ABC TV		PGA CHAMPIONSHIP-SUN															
	AVERAGE AUDIENCE (Households (000) & %)		3,010 3.5															
	SHARE OF AUDIENCE %		9															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		19,410 22.8															
	CBS TV		CBS SPORTS SUNDAY LOS ANGELES RAIDERS VS SAN FRANCISCO (3:00-6:15PM) (-OP)															
	AVERAGE AUDIENCE (Households (000) & %)		8,250 9.6															
	SHARE OF AUDIENCE %		27															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		8,330 9.7															
	NBC TV		NBC USA USSR BOXING															
	AVERAGE AUDIENCE (Households (000) & %)		1,550 1.8															
	SHARE OF AUDIENCE %		5															
TV HOUSEHOLDS USING TV		WK. 1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1	11.1
(See Def. 1)		WK. 2	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0	11.0

U.S. TV Households: 85,900,000  
(1) CBS EVENING NEWS SUNDAY (6:48-7:00PM)

For explanation of symbols, See page A.

DAY SUN. AUG. 10, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-10.49PM	+GRID	18,730	21.8	8,070	9.4	17											
	2	8.00-11.08PM	+GRID																
			11.00																
ABC ABC NEWSBRIEF-MON		8.05- 8.06PM	8.00	5,930	6.9	5,930	6.9	13	6.9										
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45																
NBC NBC MONDAY NIGHT MOVIES	2	9.00-11.30PM	+GRID																
			11.00																
			11.15																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,740	12.5	10,740	12.5	21	12.5										
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED	1	8.52- 8.54PM	8.45	5,330	6.2	5,240	6.1	11	6.1										
	2	8.58- 8.59PM	8.45																
ABC ABC NEWSBRIEF-WED	1	9.48- 9.50PM	9.45	6,700	7.8	6,530	7.6	13	7.6										
	2	9.57- 9.59PM	9.45																
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.53- 8.54PM	8.45																
	1	9.00- 9.01PM	9.00																

EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	4,980	5.8	4,980	5.8	10	5.8		6,360	7.4	6,360	7.4	13	7.4	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI		8.42- 8.43PM	8.30	6,870	8.0	6,870	8.0	17	8.0		8,330	9.7	8,330	9.7	20	9.7	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	4,210	4.9	4,210	4.9	10	4.9		4,300	5.0	4,300	5.0	10	5.0	
CBS AMERICAN PORTRAIT SUS(SUS)	1	8.53- 8.54PM	8.45														
	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT		8.58- 8.59PM	8.45	5,500	6.4	5,500	6.4	14	6.4		4,470	5.2	4,470	5.2	11	5.2	
ABC ABC NEWSBRIEF-SAT.	1	9.52- 9.54PM	9.45	6,870	8.0	6,700	7.8	16	7.8								
	2	9.56- 9.58PM	9.45								5,330	6.2	5,150	6.0	12	6.0	
CBS SPORTSBREAK-SAT		8.28- 8.29PM	8.15	4,550	5.3	4,550	5.3	12	5.3		4,640	5.4	4,640	5.4	13	5.4	
CBS NEWSBREAK-SAT.		9.54- 9.55PM	9.45	2,490	2.9	2,490	2.9	6	2.9		6,180	7.2	6,180	7.2	15	7.2	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,900	9.2	7,900	9.2	20	9.2		8,420	9.8	8,420	9.8	21	9.8	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	10,570	12.3	10,570	12.3	25	12.3								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.23- 8.25PM	8.15	5,640	6.8	5,670	6.6	13	6.6								
	2	8.58- 8.59PM	8.45								10,390	12.1	10,390	12.1	22	12.1	
ABC ABC NEWSBRIEF-SUN.	2	9.50- 9.51PM	9.45								9,020	10.5	9,020	10.5	18	10.5	
	1	10.01-10.02PM	10.00	9,360	10.9	9,360	10.9	19	10.9								
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	11,080	12.9	11,080	12.9	24	12.9		12,970	15.1	12,970	15.1	28	15.1	
CBS NEWSBREAK-SUN.	1	9.53- 9.54PM	9.45	8,330	9.7	8,330	9.7	17	9.7								
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES																	
				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY-CONT'D											13,490	15.7	13,490	15.7	27	15.7	
CBS NEWSBREAK-SUN.-CONT'D	2	9.58- 9.59PM	9.45								5,500	6.4	5,500	6.4	12	6.4	
NBC NBC NEWS DIGEST-SUN	2	8.58- 8.59PM	8.45														
	1	9.05- 9.06PM	9.00	6,790	7.9	6,790	7.9	15	7.9		8,160	9.5	8,160	9.5	16	9.5	
NBC NBC NEWS DIGEST-2-SUN.	2	9.47- 9.48PM	9.45														
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30	5,670	6.6	4,300	5.0	14	5.8	M-F	4,900	5.7	3,870	4.5	14	5.0	M-TH
			11.45						4.2	M-F						4.1	M-TH
			12.00						3.7	M & W						3.4	M-TH
ABC PGA CHAMPIONSHIP-FRI(S)	2	11.30-12.00MD	11.30								4,810	5.6	3,610	4.2	12	4.7	FRI.
			11.45													3.7	FRI.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.30AM	12.00								2,920	3.4	2,410	2.8	10	3.1	FRI.
			12.15													2.4	FRI.
ABC LIFESTYLES-RICH & FAM-12M		>	12.00	1,460	1.7	1,120	1.3	4	1.4	M-F	1,370	1.6	1,200	1.4	6	1.4	M-TH
			12.15						1.1	M-F						1.3	M-TH
			12.30						1.1	M & W						1.4	MTUTH
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	9,190	10.7	9,190	10.7	19	10.7	MTUTH	6,440	7.5	6,440	7.5	14	7.5	TU&TH
CBS NEWSBREAK-M-F		>	9.45	6,960	8.1	6,790	7.9	14	8.0	M-F	5,760	6.7	5,760	6.7	12	6.9	M-F
			10.00													6.5	TH

CBS CBS LATE NIGHT I	>	10.15 11.30 11.45 12.00 12.15 12.30	6,960 8.1	4,810 5.6 19	6.0 M-F	6,440 7.5	4,120 4.8 18	6.3 W
				5.8* 18*	5.7 M-F		5.0* 16*	5.1 M-F
					5.5 M-F			4.8 M-F
				5.4* 20*	5.3 M-F		4.6* 19*	4.7 M-F
				5.4* 26*	5.2 M-F		4.5* 23*	4.5 M-F
CBS CBS LATE NIGHT II	>	12.30 12.45 1.00 1.15	4,120 4.8	2,920 3.4 19	4.0 M-F	3,690 4.3	2,750 3.2 19	3.6 M-F
				3.6* 18*	3.4 M-F		3.4* 19*	3.2 M-F
					3.3 M-F			3.0 M-F
				3.2* 20*	3.0 M-F		3.0* 20*	2.9 M-F
VARIOUS TIMES (SUS)								
CBS CBS NEWS NIGHTWATCH-1	2.00- 2.30AM	2.00 2.15	860 1.0	770 .9 10	1.0 M-THSU	1,030 1.2	940 1.1 12	1.2 M-THSU
					.9 M-THSU			1.0 M-THSU
CBS CBS NEWS NIGHTWATCH-2	2.30- 3.00AM	2.30 2.45	1,030 1.2	940 1.1 15	M-THSU	1,290 1.5	1,120 1.3 18	M-THSU
					1.2 M-THSU			1.4 M-THSU
					1.0 M-THSU			1.3 M-THSU
CBS CBS NEWS NIGHTWATCH-3	3.00- 6.00AM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30	1,550 1.8	770 .9 18	1.1 M-THSU	1,800 2.1	1,030 1.2 24	1.5 M-THSU
				1.1* 18*	1.0 M-THSU		1.5* 25*	1.4 M-THSU
					1.0 M-THSU			1.4 M-THSU
				1.0* 19*	.9 M-THSU		1.3* 24*	1.4 M-THSU
					.9 M-THSU			1.3 M-THSU
				.9* 19*	.9 M-THSU		1.2* 24*	1.3 M-THSU
					.9 M-THSU			1.2 M-THSU
					.9 M-THSU			1.1 M-THSU
				.9* 21*	.9 M-THSU		1.1* 24*	1.1 M-THSU
					.9 M-THSU			1.1 M-THSU
				.9* 20*	.8 M-THSU		1.1* 24*	1.1 M-THSU
					.9 M-THSU			1.0 M-THSU
CONT'D								1.0 M-THSU

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE-CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
NETWORK/PROGRAM	#	(N.Y.T.)	HOUR														
EVENING MONDAY-FRIDAY-CONT'D			5.45				.8*	17*	.8	M-THSU				.9*	20*	.9	M-THSU
CBS CBS NEWS NIGHTWATCH-3-CONT'D			8.15	8,330	9.7	8,330	9.7	18	8.5	M-F	8,760	10.2	8,760	10.2	20	9.1	M-F
NBC NBC NEWS DIGEST-M-F		>	8.45						10.0	TU-F						10.4	TU-F
NBC NBC NEWS DIGEST-2-M-F		>	9.45	7,900	9.2	7,900	9.2	16	9.8	M & W	9,020	10.5	9,020	10.5	19	11.0	MWF
			10.00						8.5	MON.						9.5	MON.
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,480	12.2	6,530	7.6	24	8.4	M-F	9,360	10.9	5,580	6.5	22	8.0	M-F
			11.45				8.1*	23*	7.8	M-F				7.5*	22*	7.0	TU-F
			12.00						7.5	M-F						6.6	M-F
			12.15				7.2*	25*	6.7	M-F				6.1*	23*	5.6	M-F
			12.30													5.6	MON.
			12.45											4.9*	24*	4.2	MON.
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,900	5.7	4,040	4.7	21	5.0	M-TH	4,120	4.8	3,350	3.9	20	4.2	M-TH
			12.45						4.5	M-TH						3.8	TU-TH
			1.00													3.3	MON.
			1.15													3.6	MON.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,410	6.3	2,750	3.2	16	4.4	FRI.	5,500	6.4	2,750	3.2	17	4.4	FRI.
			12.45				4.1*	16*	3.8	FRI.				3.9*	18*	3.5	FRI.
			1.00						3.3	FRI.						3.3	FRI.
			1.15				3.1*	16*	2.9	FRI.				3.2*	18*	3.0	FRI.
			1.30						2.6	FRI.						2.7	FRI.

NBC DAVID LETTERMAN II		1.00- 1.30AM	1.45					2.4* 15*	2.2	FRI.					2.5* 17*	2.4	FRI.
			1.00	3,780	4.4	3,180	3.7	22	3.9	M-TH	3,180	3.7	2,410	2.8	19	3.3	M-TH
			1.15						3.3	M-TH						2.5	TU-TH
			1.30													2.9	MON.
			1.45													2.3	MON.
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,370	1.6	1,290	1.5	19	1.5	M-F	1,370	1.6	1,290	1.5	20	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	1,980	2.3	1,890	2.2	20	2.2	M-F	1,800	2.1	1,720	2.0	19	2.0	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	7,040	8.2	7,040	8.2	26	8.2	M-F	6,790	7.9	6,790	7.9	26	7.9	M-F
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,200	1.4	860	1.0	13	1.0	M-F	1,370	1.6	1,030	1.2	16	1.1	M-F
			6.45						1.2	M-F						1.3	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,610	7.7	6,270	7.3	25	7.3	M-F	6,270	7.3	5,930	6.9	25	6.9	M-F
CBS NEWSBREAK-3.44		>	3.30	5,500	6.4	5,500	6.4	20	6.4	M-F	5,330	6.2	5,330	6.2	19	6.1	M-F
			3.45						6.3	M-F						6.7	M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,900	5.7	4,900	5.7	18	5.7	MWF	4,810	5.6	4,810	5.6	17	5.6	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	1,980	2.3	1,370	1.6	16	1.3	M-F	2,060	2.4	1,550	1.8	19	1.6	M-F
			6.45						1.9	M-F						2.1	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	16	4.9	MWF	4,040	4.7	4,040	4.7	15	4.7	MWF
DAY SATURDAY																	
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,890	2.2	1,290	1.5	11	1.5		1,890	2.2	1,800	2.1	16	2.1	
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	3,870	4.5	2,920	3.4	12	3.4		3,780	4.4	2,750	3.2	12	3.2	



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	4,040	4.7	3,350	3.9	14	3.9		4,120	4.8	3,690	4.3	16	4.3	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,090	3.6	2,920	3.4	12	3.4		3,780	4.4	3,440	4.0	15	4.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	3,870	4.5	3,520	4.1	15	4.1		3,950	4.6	3,520	4.1	15	4.1	
NBC ONE TO GROW ON-8.28AM		8.28- 8.30AM	8.15	2,750	3.2	2,580	3.0	23	3.0		1,890	2.2	1,890	2.2	17	2.2	
NBC ONE TO GROW ON-8.58AM		8.58- 9.00AM	8.45	3,180	3.7	3,090	3.6	21	3.6		3,010	3.5	2,830	3.3	20	3.3	
NBC ONE TO GROW ON-10.28AM		10.28-10.30AM	10.15	5,840	6.8	5,670	6.6	26	6.6		5,330	6.2	5,070	5.9	24	5.9	
NBC ONE TO GROW ON-11.28AM		11.28-11.30AM	11.15	4,900	5.7	4,720	5.5	20	5.5		4,380	5.1	4,380	5.1	19	5.1	
NBC ONE TO GROW ON-11.58AM		11.58-12.00NN	11.45	3,950	4.6	3,690	4.3	15	4.3		3,690	4.3	3,520	4.1	16	4.1	
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.18PM	-GRID 2.15								4,720	5.5	4,040	4.7	17		5.0
	1	3.00- 3.12PM	-GRID	3,350	3.9	3,440	4.0	13									
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)		6.00- 6.30AM	6.00														
CBS CBS SPORTS SUNDAY	2	3.00- 6.13PM	-GRID 6.00								19,410	22.6	8,250	9.6 10.3*	27 27*		10.3

CBS WESTERN OPEN GOLF-SUN(S)	1	4.00- 6.48PM	-GRID 6.45	10,650	12.4	4,640	5.4 7.1*	14 17*	6.1								
NBC NFL PRE-SEASON FTBL-NBC(S)	1	1.00- 4.25PM	-GRID 4.15	21,300	24.8	10,650	12.4 13.5*	36 36*	13.0								